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厦门前场铁路物流园区市场需求与竞争分析

Xiamen Qianchang Railway Logistics Park Logistic Demand
and Competition Analysis

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摘要

厦门市的物流产业有很好的基础。在经济持续增长的大背景下，物流产业将保持快速增长态势。

物流园区是重要的物流基础设施。物流园区集成社会物流资源实现集约化高效经营，促进物流、商流、信息流、资金流、人流的协调动作，将分散的社会物流需求与物流服务能力对接起来，将不同的物流活动衔接起来，是提高城市物流综合效益的核心企业。厦门前场铁路物流园区是建设物流中心城市的重要项目。

规划建设的前场铁路物流园区是以铁路大型货场为核心的物流园区。位于集美行政区的西南侧，东为集美的杏林片区，北为厦门（灌口）机电工业区，西与海沧的马銮片区接壤，南邻马銮湿地公园，规划区西至集灌路、南至西环快速路、东至灌新路、北至灌新路连接线，地理位置优越，交通网络发达。其服务区域主要是闽南厦、漳、泉三地和江西、广东东部及台海贸易。

本论文选题、研究方向与作者工作实际、工作实践结合较紧密。在现代物流规划过程中，物流需求分析、竞争分析是必不可少的环节，该研究有利于合理规划建设基础设施，改进货物运输能力供给系统，减少资源浪费。作者主要从以下四方面进行了研究探索。首先分析了国内外物流发展基本情况，包括发展历程、现状、物流管理体制、企业与政府作用分工等，分析了我国物流业发展现状，铁路货场在物流园区发挥核心作用的案例，物流园区概念等；其次对前场物流园区物流需求分析与预测。物流需求定义、特点。确定物流园区吸引区。本文采用区域货运预测量代替物流中心货运预测量方法，运用大量篇幅定性阐述物流园区吸引区的经济发展与产业结构分析、分行业分布市场物流需求分析；运用预测模型、指标选取定量预测物流园区货运量、物流量。定性分析和定量预测结果说明物流园区吸引区物流需求日益旺盛，现代物流潜力巨大，物流市场呼唤现代物流；再者运用 SWOT 分析法对前场铁路物流园区经营环境进行竞争分析；最后对前场铁路物流园区进行战略目标定位与运营对策建议。

关键词：物流园区；需求分析；竞争分析

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Abstract

States, cities and enterprises are facing an unprecedented development opportunities and challenges, while the information technology as the main representative's modern science technology is rapidly developing, the knowledge economy is emerging rapidly, and the economic globalization tendency is even more obvious. In the economic globalization, logistics as advanced organization and management technique, has become "the third profit source" following outside the production and marketing.

Xiamen Qianchang Railway Logistics Park is a logistics park of large-scale railway freight yard as the core. The logistics park is located at southwest of Jimei Administrative Region, its east is Xinglin area, north is Guankou electromechanical industrial zone, west is bordered on Maluan area, south is close to Maluan Wetland Park. The layout area covers 7.22 square kilometers, touching Jiguan road at west direction, touching Western Expressway at south direction, touching Guanxing road at east direction, touching Guanxing road link at north direction. Xiamen Qianchang Railway large freight yard is the first project in logistics part, the layout area covers 3.8 square kilometers, with excellent geographical location and developed transport network. The logistics park mainly serves Xiamen, Zhangzhou, Quanzhou, Jiangxi and eastern Guangdong, also Taiwan Strait trade.

In March 2006, experts from the Ministry of Railways Group had conducted a special research on logistics industry in Xiamen, Fuzhou and Nanchang, they considered that logistics industry in Xiamen has many obvious advantages, such as, development policy environment, government support, land reservation control, logistics industry scope and service level. It turned out the Xiamen Qianchang Railway large freight yard project. The project will also give full play to operating performance of the three railway, Fuxia railway, longxia railway and Xiazhen railway, start the construction of Xiamen Qianchang Railway Logistics Park. Xiamen Municipal Party Committee Standing Committee approved the project and overall construction plan in July, 2006, after Ministry of Railways, the Nanchang Railway

Bureau and the leadership of Fujian Province visited and researches the field visits, research many times.

Logistics demand analysis and competitive analysis is essential modern logistics planning. This thesis carries out a study as following four fields:

1. Analyzing domestic and foreign logistics development, including the development process, the status quo, logistics management system, the role of enterprises and government. Analyzing Chinese logistics industry development, the railway freight yard to play a core role in the logistics park, and the main problems Chinese logistics park construction.

2. Xiamen Qianchang Logistics Park demand analysis and forecast. Explaining the definition and characteristic of logistics demand, identifying the attracting area in logistics park. Carrying out economic development and industrial structural analysis and logistics demand analysis concerning logistics park attracting area. Quantitatively predicting freight volume and logistics capacity in logistics park by using forecasting model and selecting indicators. Prediction conclusion shows that demand for logistics area is strong increasingly, modern logistics has enormous potential opportunity, and the logistics market calls for modern logistics.

3. Xiamen Qianchang Railway Logistics Park SWOT competitive analysis.

4.Xiamen Qianchang Railway Logistics Park targeting and operating countermeasures.

Key words: logistics part, logistics demand analysis, competitive analysis

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